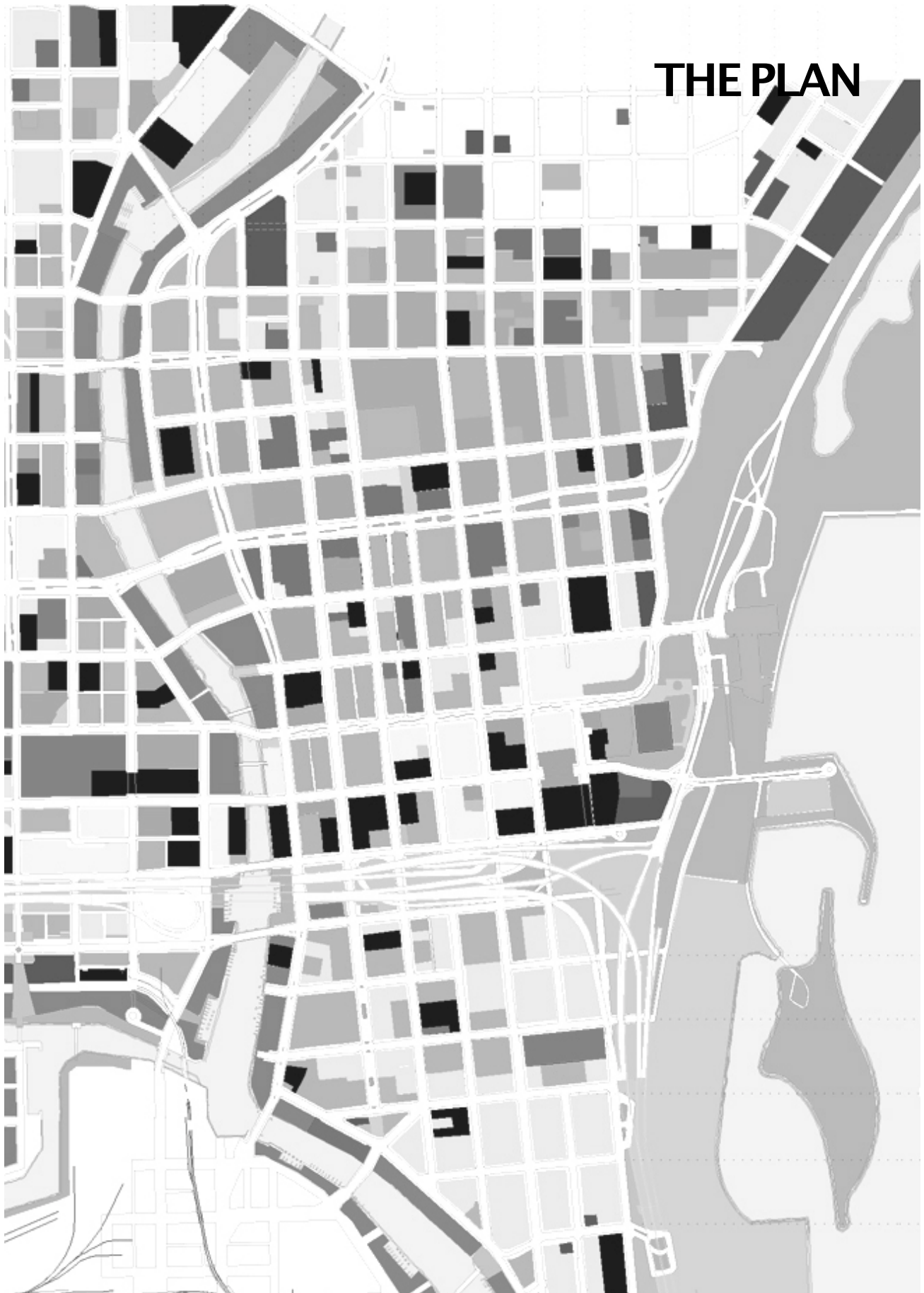


THE PLAN



DOWNTOWN DISTRICTS

The Plan incorporates the present and desired future developments. Fifteen mixed-use neighborhoods and two single-use sub-districts are proposed. They are categorized into districts in a three-tiered hierarchy — Central District, South End District and North End District — descriptive of the intensity and extent of their service area. The centers of the regional district, downtown district and most of the neighborhoods are located where transit networks intersect or where existing commercial retail uses are located. They accommodate an intense mix of uses where residences, employment, retail, open spaces and transit are combined in varying degrees. Strategically located, they concentrate the commonly required services to be easily accessible for the greatest number of residents and potential consumers.



North End District and its Neighborhoods

NEIGHBORHOODS

North End District

Hillside - Haymarket
East Point
Farwell
Kilbourn
Pabst



Central District and its Neighborhoods

Central District

Bank
East Town
Westtown
Civic
Park East
Upper Riverwalk
Sub districts
Lakefront
Festival



South End District and its Neighborhoods

South End District

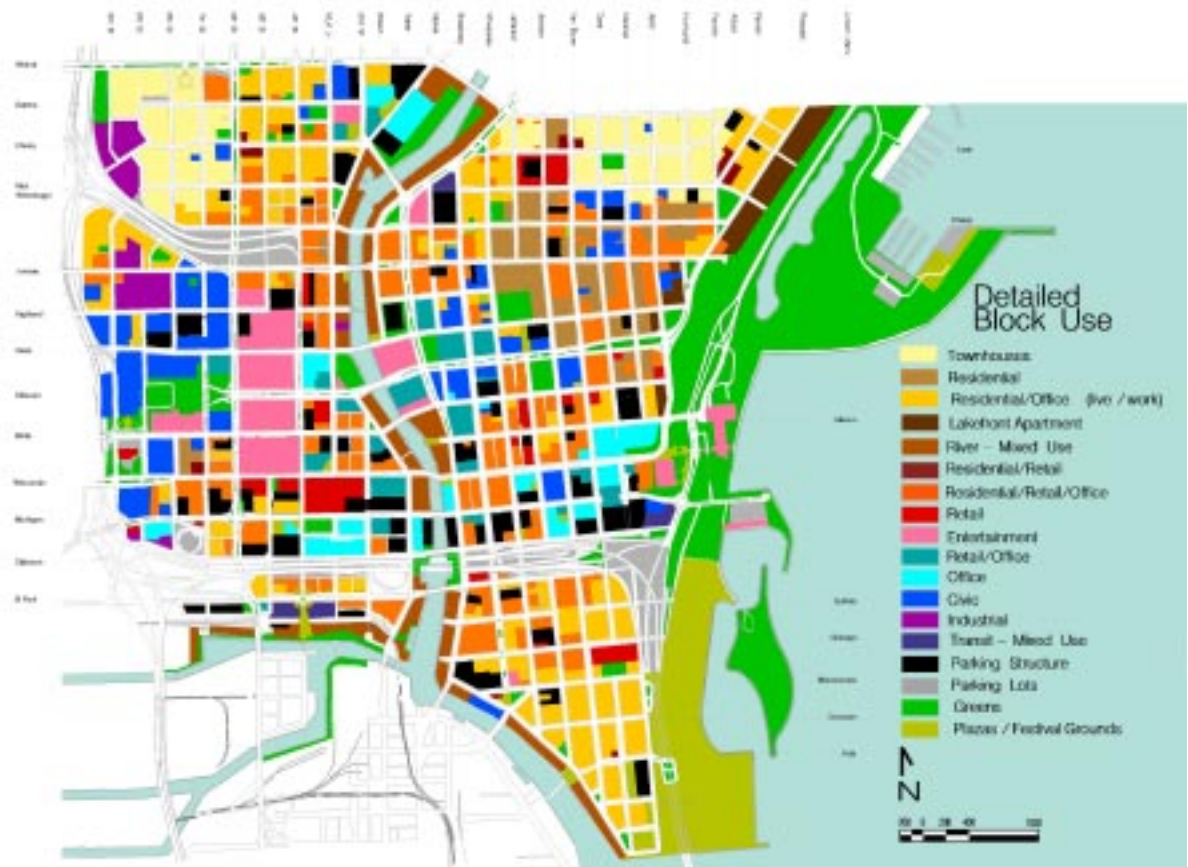
Historic Third Ward
Lower Riverwalk
Train Station
Library Hill



LAND USE PLAN

The enhancement of Downtown is dependent upon safeguarding the character of the public realm, the building edges, sidewalks, plazas, and parks that residents, workers and visitors communally enjoy. As such, the Plan calls for all development to contribute to the incremental creation of a complete Downtown. The plan pays careful attention to ensuring that buildings are externally oriented forming continuous, amenable urban spaces.

The plan presents proposed uses by properties and blocks; they are not constrained by building footprints. This methodology affords the greatest flexibility for the market response while ensuring the physical predictability that will encourage investment. The primary focus is to guide development merely to the extent that it impacts the physical form, and therefore the experience, of the public realm—the relationship between buildings, open space, sidewalks and streets. Rather than setting forth an intensely prescriptive framework, the Plan articulates development issues so as to encourage coordinated design. The methodology has as a goal the unified design of a prosperous and beautiful Downtown that will be best equipped to fulfill its role as the regional center.



Proposed Land Use Map



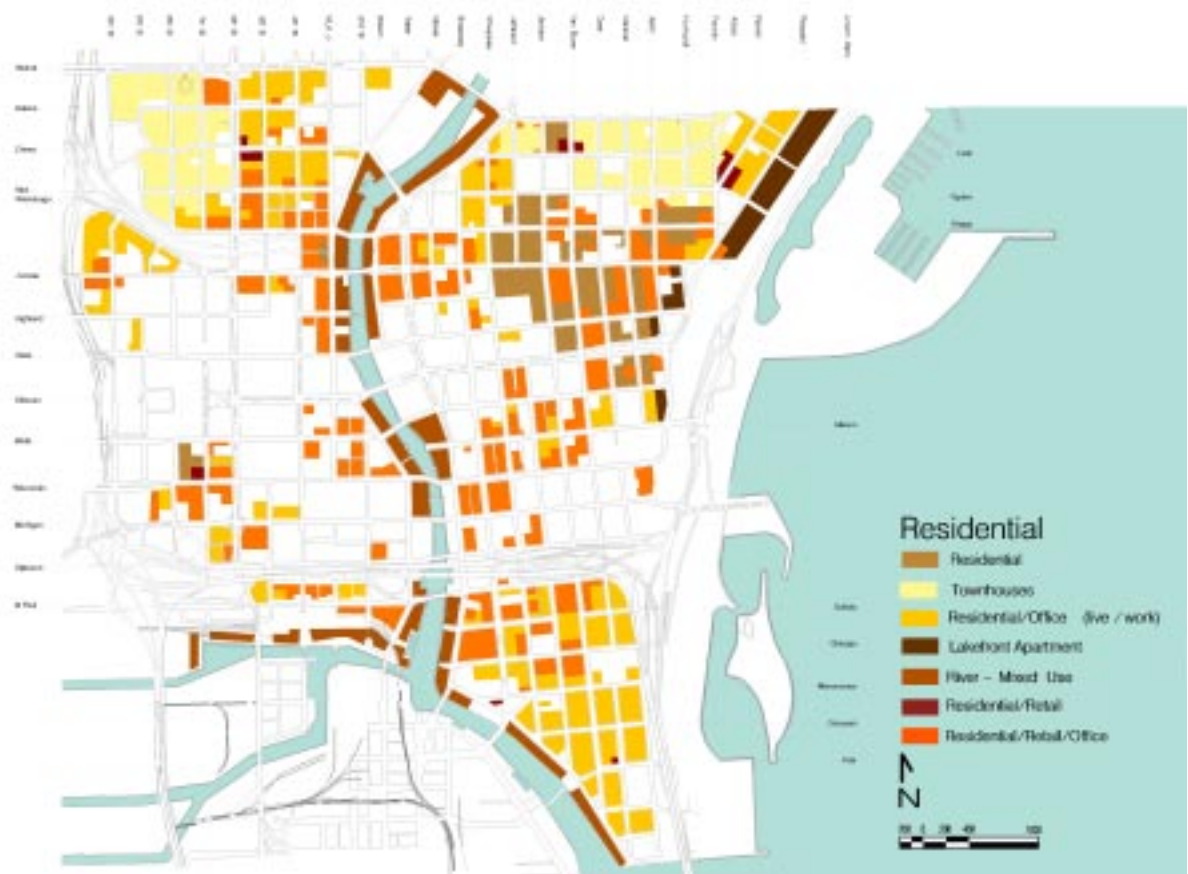
HOUSING ELEMENT

The plan calls for increasing the housing stock in Downtown Milwaukee by approximately 13,000 housing units with an absorption period of 24 years. These units will be provided in a range of housing types such as three to four story townhouses, four to six story urban apartments, housing above office or retail, housing integrated into mixed use office structures, loft apartments converted from older mercantile buildings.

New housing provides multiple benefits for Downtown. It responds to a growing market for young professionals and empty nesters. It increases the market for Downtown urban services, shops, restaurants and recreation. It provides employers a competitive advantage by having a stock of new apartments close to where people work. It provides critical infill for Downtown.

The proposed locations for new housing were based on many factors; the most important was the Susceptibility to Change Map. This was used to determine the probable locations for new infill housing. Each highly susceptible parcel was measured. Accommodating housing on larger sites is relatively straight forward. The challenge was infill on the smaller sites. These lots are most likely candidates for town houses and urban apartments.

Housing is the key to Plan implementation. All the recommendations show a sustainable strategy for housing as the basis of land use absorption. The ability to sustain 500 units per year is the goal. This represents 12percent of the regional market and 27percent of the Milwaukee market.



Housing Element Plan



HOUSING ELEMENT

Proposed Building Types

TOWNHOUSES



APARTMENTS



RESIDENTIAL / RETAIL / OFFICE



RIVER / MIXED USE



LAKEFRONT APARTMENTS



RESIDENTIAL / OFFICE

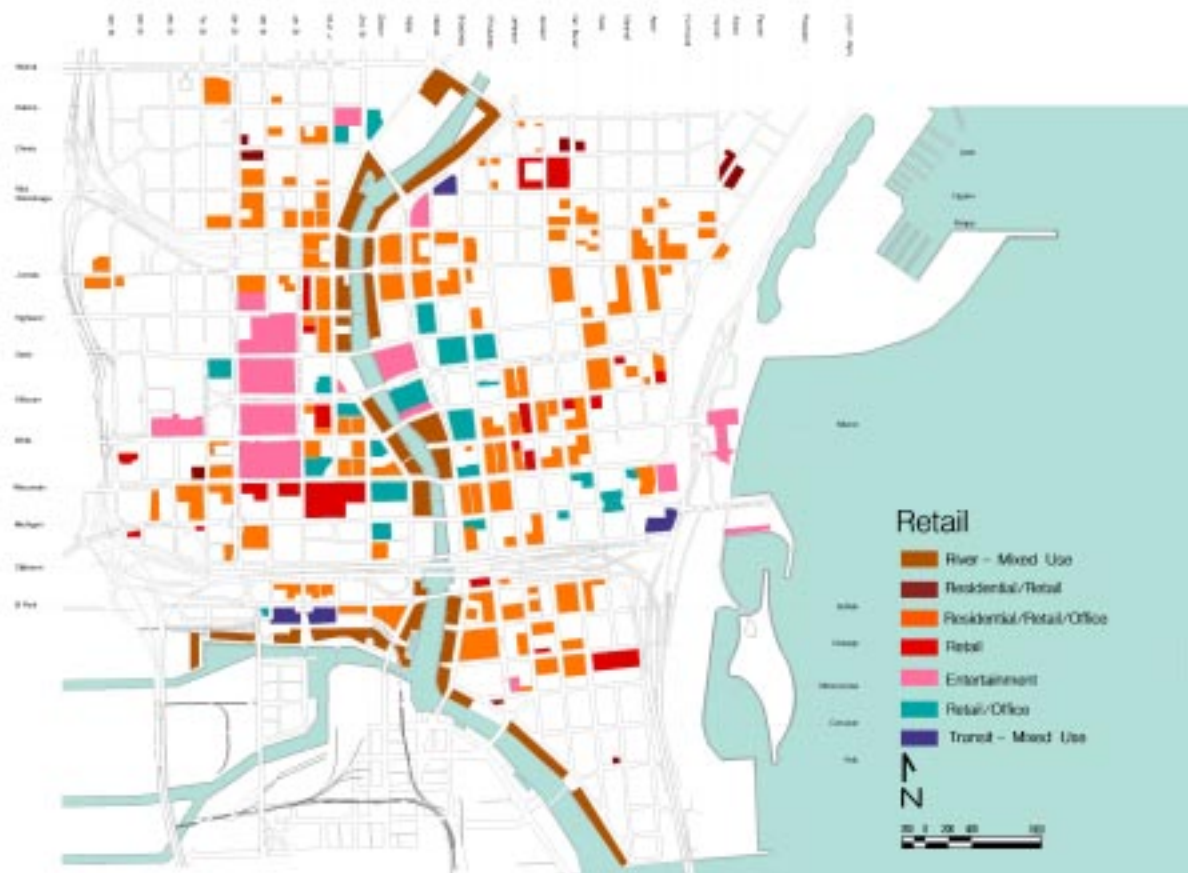


MIXED-USE AND RETAIL ELEMENTS

Without a doubt, entertainment is the “star performer” of downtown Milwaukee. Annual visitation to downtown Milwaukee and the metropolitan area is approximately five million visitors. The major attractions are numerous; they include the Bradley Center, Summerfest and the Ethnic Festivals, the Marcus Center for the Performing Arts, Milwaukee County Art Museum, Milwaukee Repertory Theater, Milwaukee Ballet, the Milwaukee Public Museum. The new IMAX Theatre, Art Museum expansion, Betty Brin Children’s Museum, and Discovery World James Lovell Museum will bring additional visitors.

The proposed locations for new retail, entertainment and mixed uses were determined through several criteria. Analysis of the existing and proposed residential locations and the existing retail locations indicated where residences would be underserved. Accommodating all residential development with localized retail within a five-minute walk was the first locational criteria. The next influential factor was the proximity to transit stops and intersections; this will service both Downtown residents and commuting workers. Finally, the intensity and scale—regional or local—of a commercial center was dictated by the intensity of potential customers within walking distance. For example, locations surrounded primarily by residential uses require less intensive retail than locations providing regional attractions.

Within the existing Downtown buildings, approximately 7 million square feet of buildings contain mixed-use/retail uses on the ground level. This translates into approximately 18 percent of the total ground level building uses.



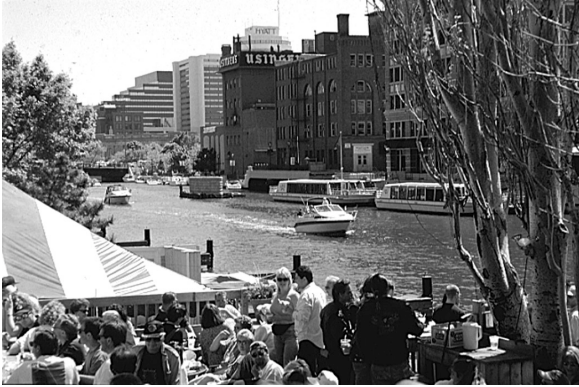
Mixed-Use Element Plan



MIXED-USE AND RETAIL ELEMENTS

Proposed Building Types

FESTIVAL



RETAIL / OFFICE



RIVER / MIXED USE



MUSEUM / ENTERTAINMENT



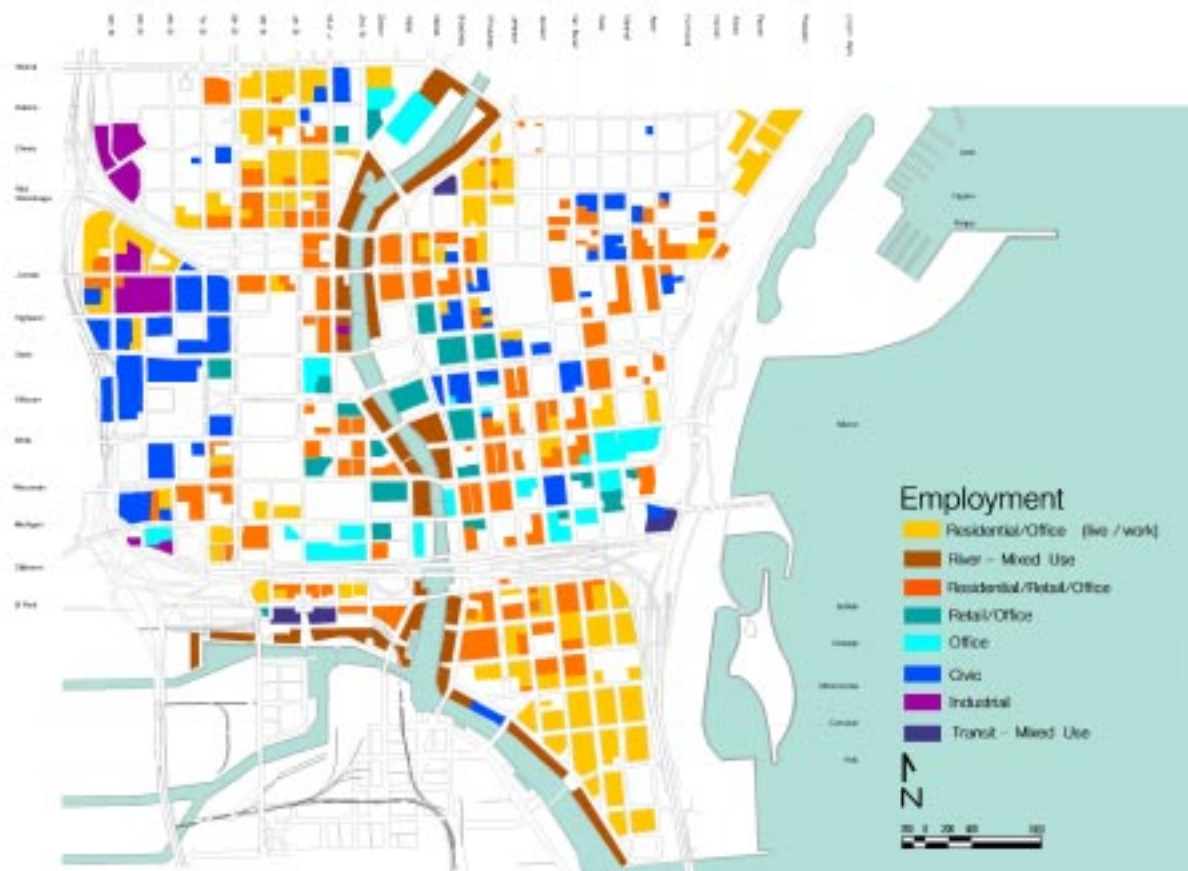
RETAIL



OFFICE ELEMENT

Currently the majority of offices and professional services are concentrated between Kilbourn and Clybourn, Prospect and 4th Street. The easy access to downtown, the Park Once concept combined with the trolley and downtown circulator, more entertainment and cultural venues, quality downtown housing in urban neighborhoods, access to parks, recreation and bicycle routes should provide a competitive edge.

Downtown offices can be a combination of new high-tech, high-rise buildings, smaller office blocks, mixed-use buildings which combine residents with workplaces, enhanced and modernized existing office buildings, rehabilitation of older industrial brewery buildings and small home/apartment offices.



Employment Generators Location Plan



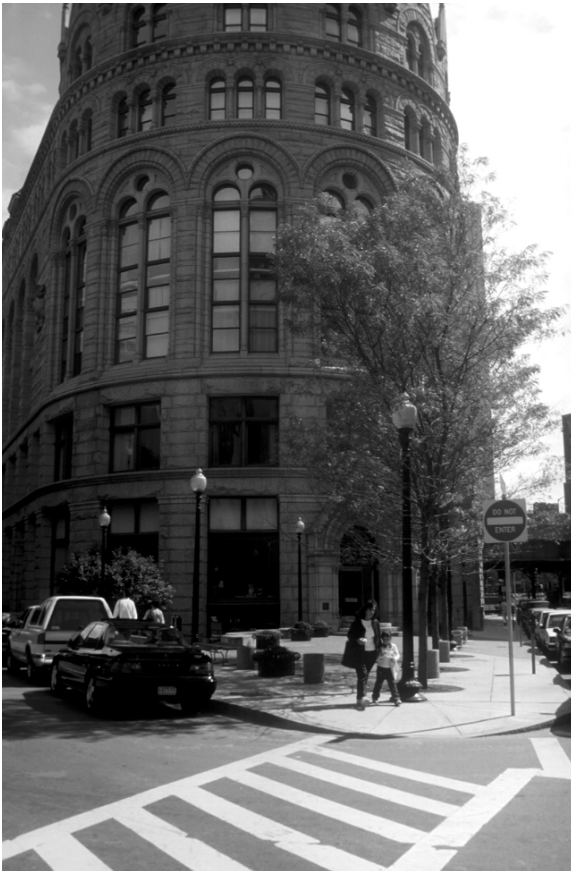
OFFICE ELEMENTS

Proposed Building Types

CIVIC



OFFICE



OFFICE / RETAIL



RESIDENTIAL / OFFICE / RETAIL

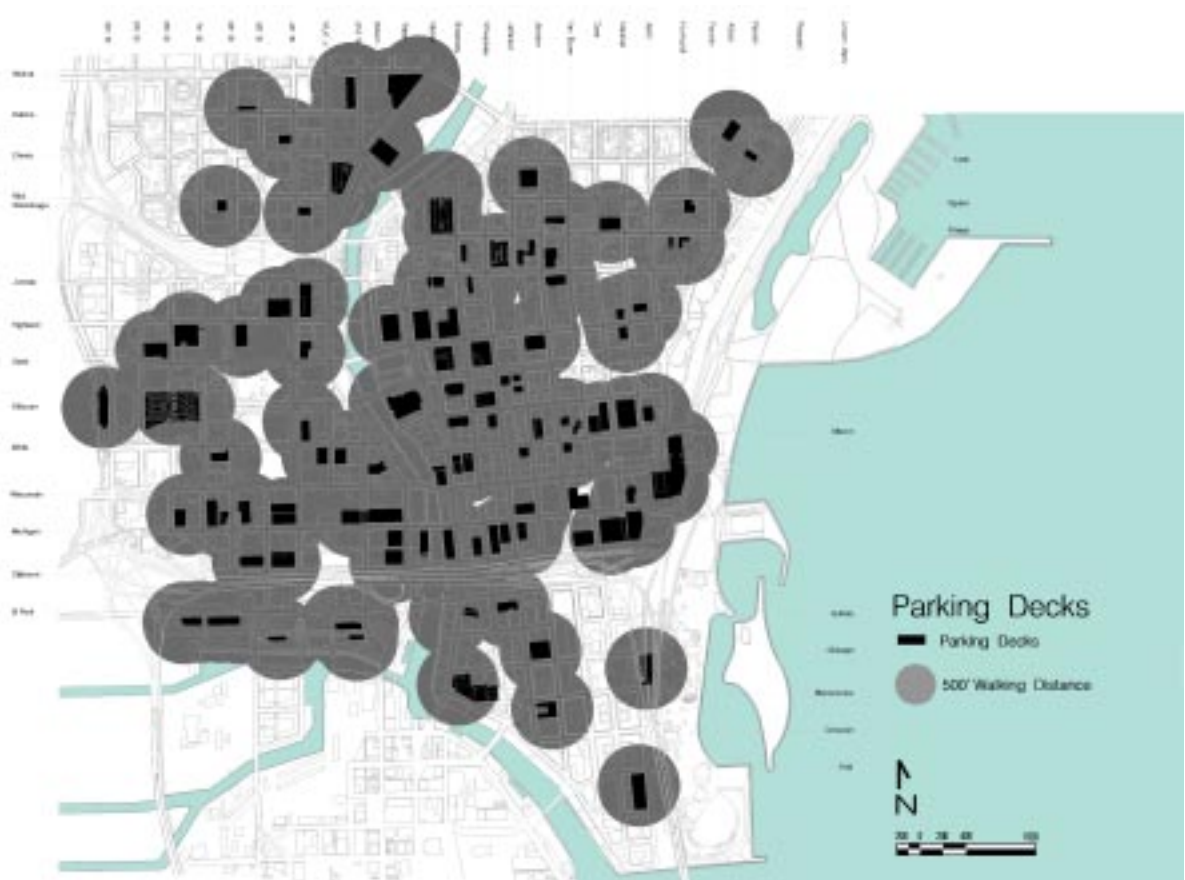


PARKING PLAN

The Parking Plan indicates the locations of parking decks, surface lots and underground parking. There are a number of new parking structures recommended.



All park decks are recommended as mixed use structure with some form of commercial on the ground floors facing the pedestrian realm. People will not walk more than five minutes from a parking space to their destination. Therefore, the parking strategy requires adequate provision of public parking spaces within a five minute walk of all significant activity generators and residences. Analysis of the existing parking conditions included the definition of the area serviced by each facility. The location of the new proposed decks was coordinated with the highest and best use of the parking lots, adjacent parcels, and transit. Within Downtown new parking decks have been located to provide facilities within a 600 foot distance of all services and entertainment.



Proposed Parking Plan



PARK ONCE AND WAY-FINDING SYSTEM

To create a more pedestrian-friendly Downtown, parking decks must be strategically linked to transit stops and activity generators through a way-finding system and the park once concept.

This way-finding system starts on the approaching freeways. Electronic signs indicate the flow condition of the various exits as well as the availability of parking at the various exits. The sign will be inform the motorist of capacity. If the deck is full it will direct the motorists to an adjacent location where there is available parking spaces.

Park Once means that a person driving into downtown need only park once and will be within easy access to his or her destination anywhere Downtown. Trolley stops should be within a very short walking distance of all parking facilities. Park Once also means that every parking structure is used to its utmost efficiency.

Way-finding System Signs



Typical Downtown Corner

LANDSCAPE PLAN

Participants in both the Visual Preference Survey™ and the Vision Translation Workshop were nearly unanimous in expressing a desire for more Downtown landscaping. The Plan recommends enhanced greening of streets.

Parks and plazas are important gathering places within the urban environment. People want parks for playing, relaxing or walking. Downtown Milwaukee can provide opportunities for all of these activities in combination with all other urban amenities. The plan recommends a variety of green space types to appeal to a broad range of ages and needs. The landscape experience should be continuous connecting the parks, rivers and lake through tree-lined streets.

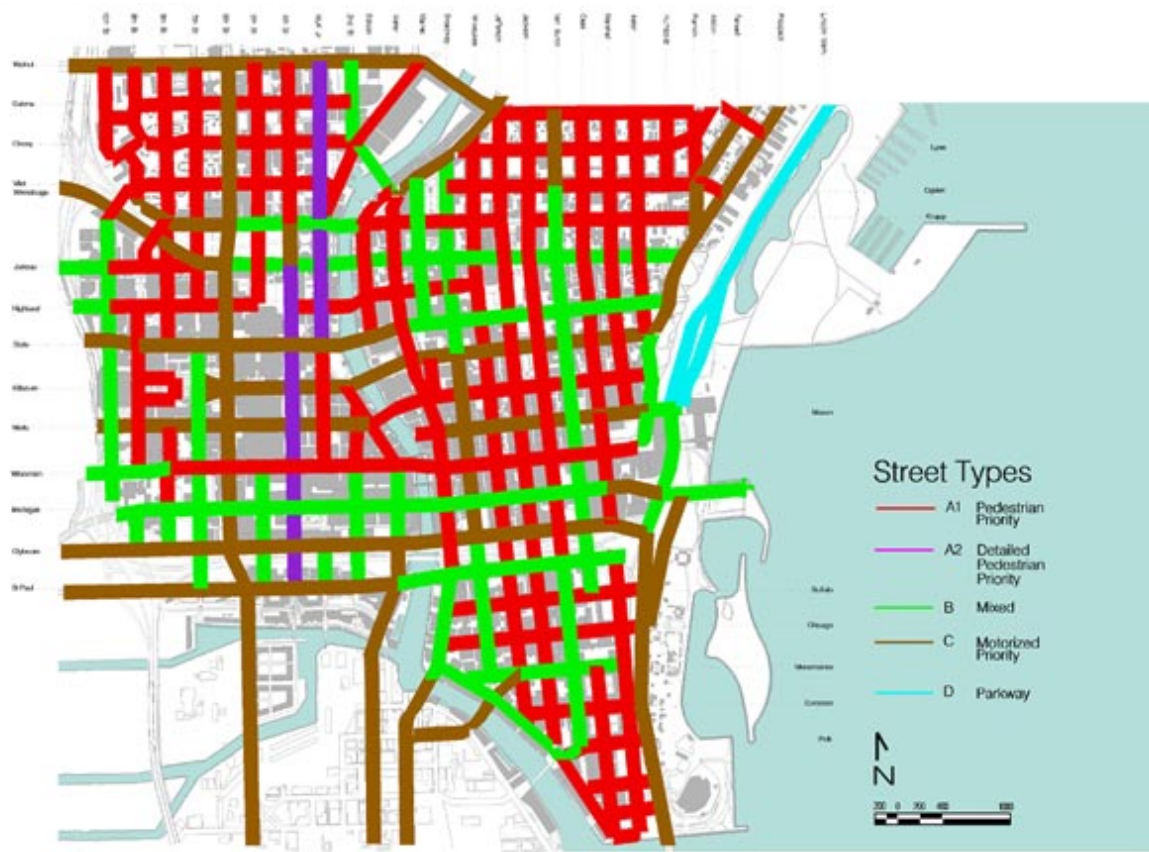


Proposed Landscape Plan



STREETS

Streets are the most prevalent and important urban spaces and well designed streets are a critical component of a vibrant city. A very important indicator of the success of a downtown may be found in the level of pedestrian activity. A large number of pedestrians, on the sidewalks is essential for a healthy downtown. Therefore, the underlying assumption of the Downtown Plan is that all streets must be pedestrian oriented, to greater and lesser degrees depending on location. To achieve this the street network must be designed to create a balance between the needs of people and vehicles. The on-grade streets in Downtown have been classified from “A” through “D” base on their expected level of pedestrian activity and vehicular movement.



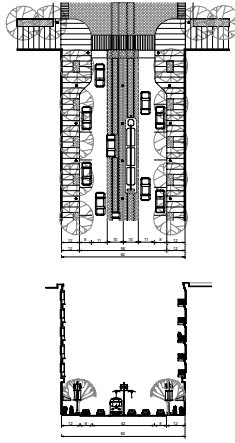
Street Types Plan



STREET TYPES

STREET TYPE A

The design of **Type “A”** streets are those that are designed to accommodate the highest volumes of pedestrian activity. The uses adjacent to these streets are expected to generate intensive pedestrian activity both along and crossing the street.



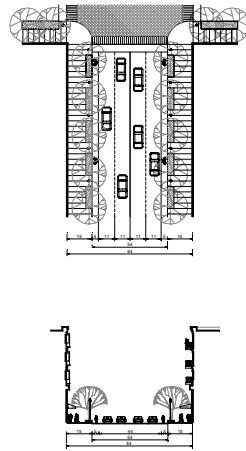
Type A: Plan and Section



3D-Model

STREET TYPE B

The design of **Type “B”** streets balance pedestrian requirements with vehicular traffic flow. The roadway predominantly supports downtown circulatory traffic rather than through traffic.



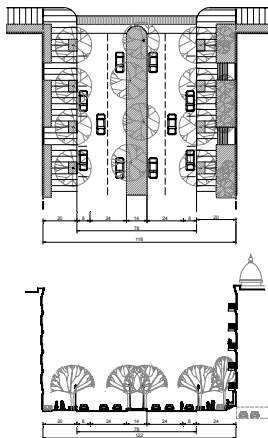
Type B: Plan and Section



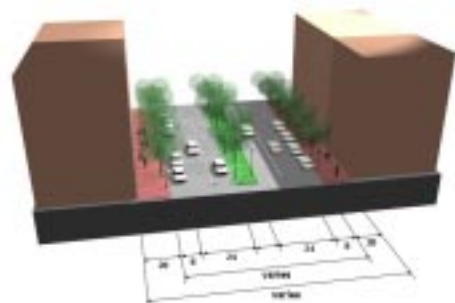
3D-Model

STREET TYPE C

The design of **Type “C”** streets focuses more on vehicular movement. These are the principle gateways in to and out of Downtown. “C” streets are corridors that provide efficient movement between points. Though these streets acknowledge motorist priority, pedestrian activity is not precluded.



Type C: Plan and Section



3D-Model

Disclaimer: City's ability to incorporate all of the desired streetscape improvements for each street type will, in some cases, be constrained by actual ROW dimensions.

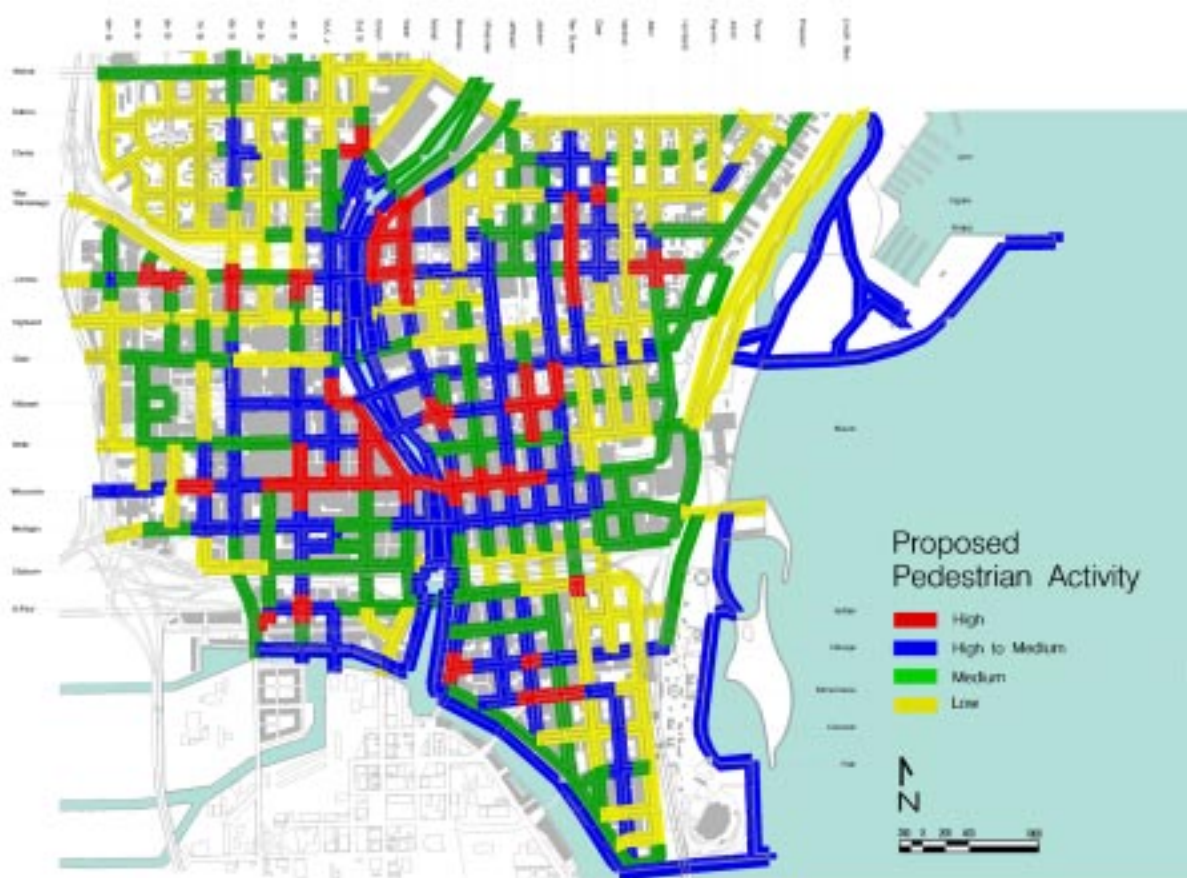


PEDESTRIAN REALM PLAN

The pedestrian realm is the spaces used by the people walking in the city. It is from the sidewalk, at the slow speed of the walker that experiential sensations of a city are at their highest. The realm has a ground surface and an edge. Each impacts the experience of place. Positive experiences generate positive feelings about the downtown. The goal for downtown is to *design the most positive walk experience at all times of the day and at all seasons.*

Pedestrian realms include sidewalks on both sides of streets and boulevards, exclusive pedestrian ways like the river and lake edge walks, cross-walks, bridges, skywalks, elevators, stairs and ramps used by the public. Public lobbies and interior shopping corridors can also be included in the pedestrian realm. The pedestrian realm must be continuous, safe and pleasant. Pedestrians should be able to move easily and safely across streets along riverbanks and across parks and plazas.

Many streets in the downtown will undergo some form of modification and enhancement. This will range from tree planting and lighting to widening sidewalks by relocating curbs, redesigning cross-walks and intersections, to enhancement of transit.



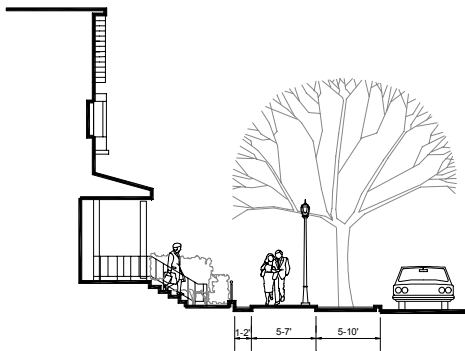
Pedestrian Activity Map



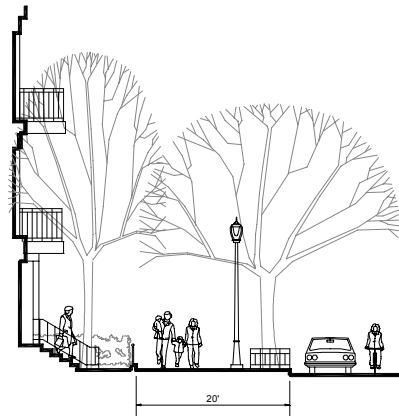
SIDEWALK TYPE SECTIONS

Four ideal sidewalk conditions should guide future development. They provide a range of sidewalk widths, tree planting locations and building edges based on the adjacent uses. Actual configurations will depend on upon street rights-of-way, parking, transit etc. These prototypes are categorized by the District where they will appear most frequently.

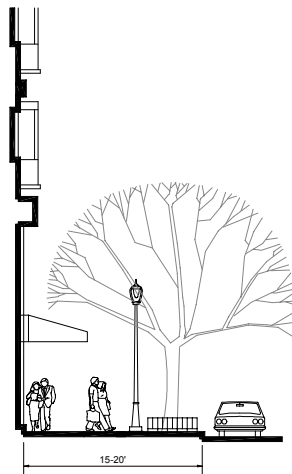
NORTH END
Residential



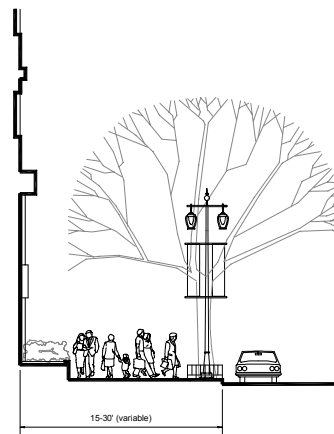
NORTH END, SOUTH END
Residential / Live Work



SOUTH END, CENTRAL
Mixed-Use / Residential / Retail



CENTRAL
Office / Civic



TRANSIT PLAN

The primary transit goal is *to enable movement easily and conveniently within and to Downtown*. The realization of this relies upon a multi-faceted approach to the movement of people. Rubber tire trolleys will initially provide enhanced mobility within downtown and adjacent neighborhoods. This network starts with two lines and one loop for the downtown and could expand in later phases to cover the entire downtown and the Historic Third Ward. A limited street car network is recommended at a future phase permanently replacing specific trolley routes. It would circulate downtown and link some of the outlying neighborhoods and activity generators to downtown. The plan provides for convenient transit stops within walking distance of all existing and proposed residences in the downtown.

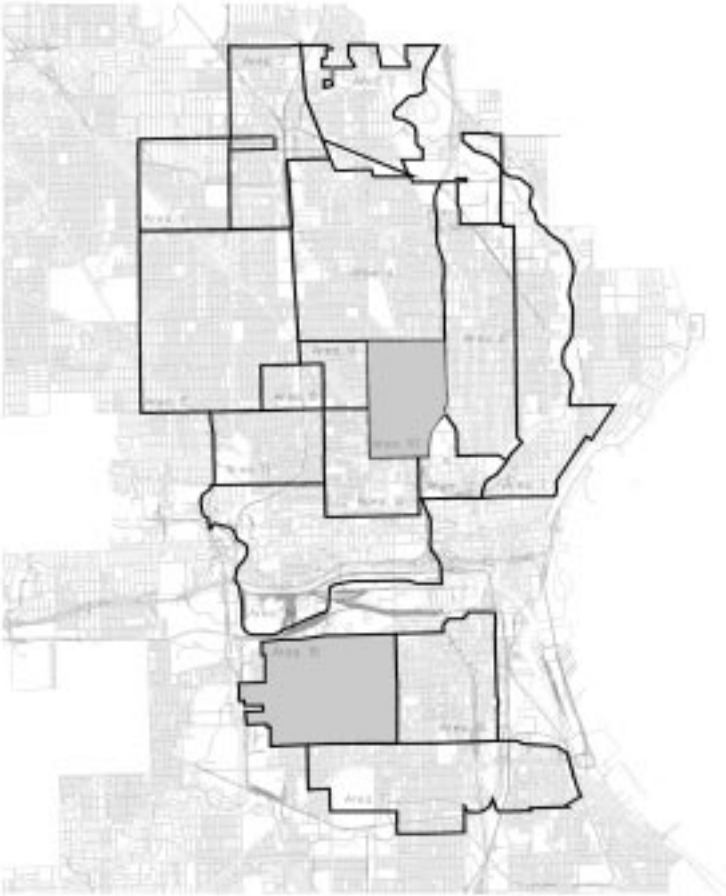
The existing street capacity can be allocated to pedestrian and transit uses along with curbside parking. Stops and transfers will become points of interaction, increasing the opportunities for viable retail and services that will, in turn, improve the city's vibrancy.



Downtown Transit Map



NEIGHBORHOOD CONNECTIONS



17 Neighborhood Strategic Planning Areas

Downtown Milwaukee is as dependent upon the surrounding residential districts just as the residents of the surrounding districts are dependent on Downtown. Downtown provides one of a kind destination activities, jobs, arts and culture, recreation and the highest intensity of human interactions.

There are 17 Strategic Planning Areas surrounding the Downtown as can be seen on the adjacent map. The plan for all the areas were reviewed and two areas number 10 and 15 were selected as more detailed case studies. This included the analysis of the land use, bus service, and pedestrian precincts.

General recommendations were prepared for the two areas.



Illustrative Land Use Map: Neighborhood 15



Illustrative Land Use Map: Neighborhood 10